

2006 AMD Analyst Day

Marty Seyer
Senior Vice President
Commercial Business Segment

June 1, 2006

AMD Commercial Business Agenda

- **Commercial Strategy**
- **AMD Incredible Momentum**
 - AMD Opteron™ processor
 - Performance-Per-Watt
 - Blades
- **AMD64: The Innovation Architecture**
 - Server: Blade, 4P, SMP, Grids
 - Platform: Torrenza, Trinity, Raiden
- **AMD Leadership Continues**



AMD Commercial Strategy

Grow Server Business to >20% market share

Grow Commercial Client Business to >15% market share

2006 Plan:

- Drive open innovation into platforms
- Define and drive new client usage models
- Set the data center agenda
- Leverage AMD Opteron processor success to expand AMD64 markets
- Increase system channel presence

Future Picture:

2007-2008

- Lead in Quad Core
- Serve all server segments
- Lead in new client usage models
- Deliver open eco-system innovation



Future Picture:

2009-2010

- Be preeminent in servers
- Be preeminent in new clients
- Broadly adopted in traditional clients



AMD Commercial Strategy

Grow Server Business to ~~20%~~ ^{30+%} market share

Grow Commercial Client Business to >15% market share

2006 Plan:

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Future Picture:

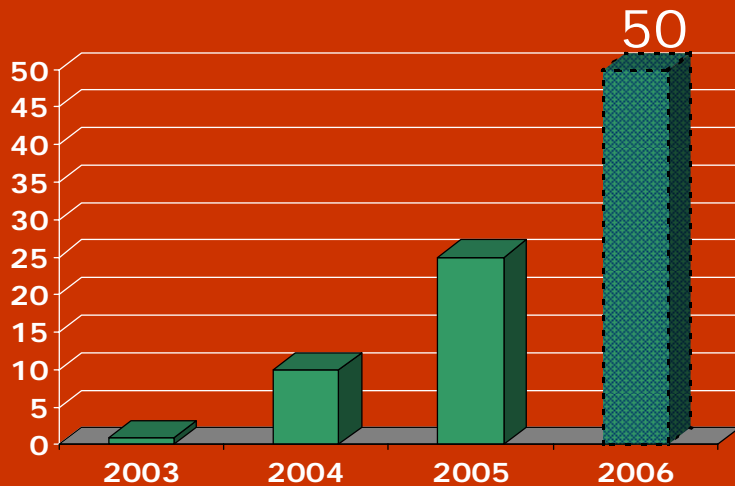
2009-2010

- Be preeminent in servers
- Be preeminent in new clients
- Broadly adopted in traditional clients

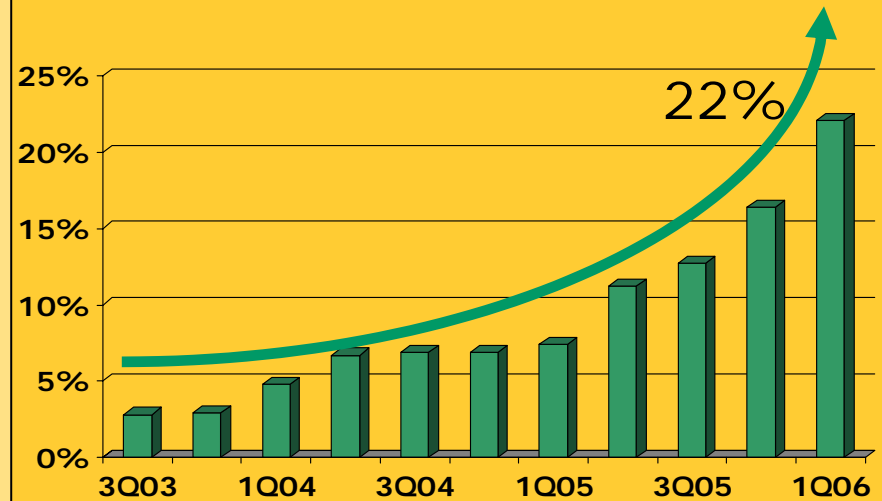


AMD Opteron Processor Incredible Growth

of Opteron processor Platforms



AMD Opteron processor Market Share



- Over 2x overall growth in the number of available AMD Opteron processor-based platforms 2004-2005
- 2x growth in available platforms projected for 2006
- AMD Opteron processor market share has doubled annually

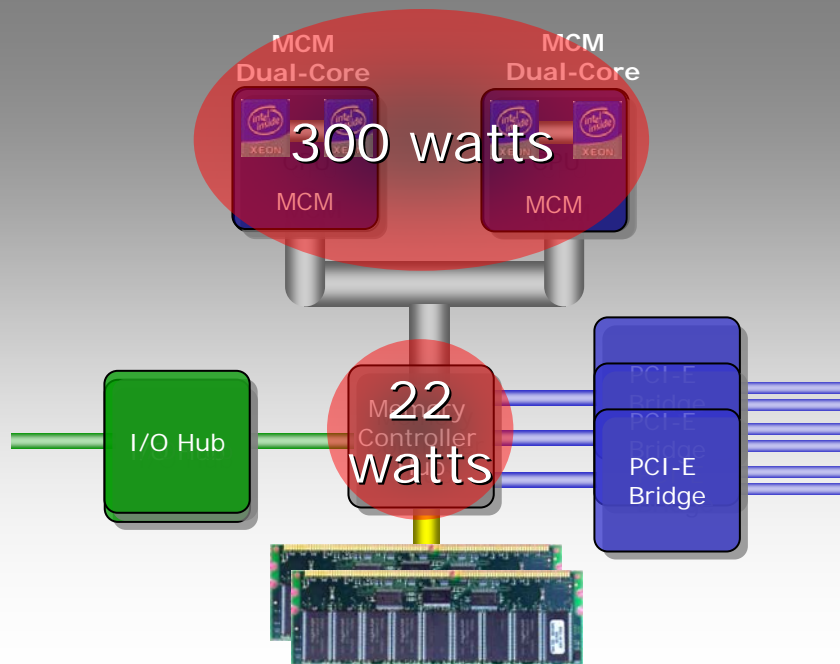
Performance-Per-Watt Leadership



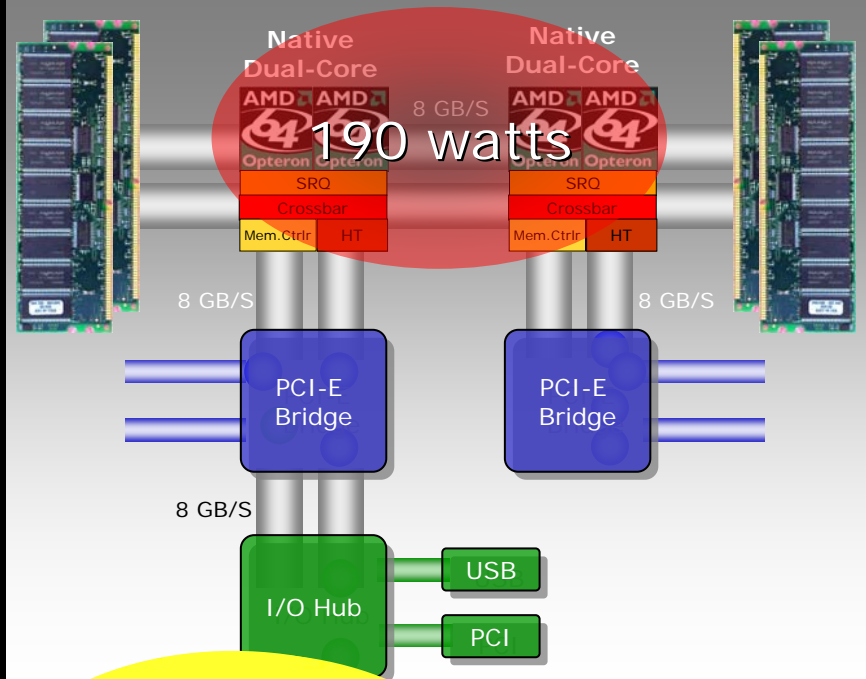
- Data center agenda has been set: POWER
- Enterprise customers asked AMD to take leadership role in solving data center power concerns
- AMD is the performance-per-watt leader

Best Performance/Watt by Design* – 2P

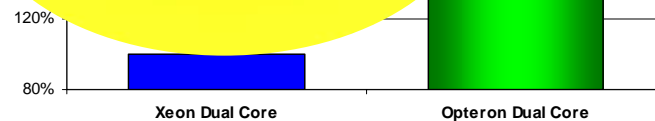
Intel Xeon Dual-Core 'Paxville'



AMD Opteron™ Dual Core



220% Better
Performance
per Watt*

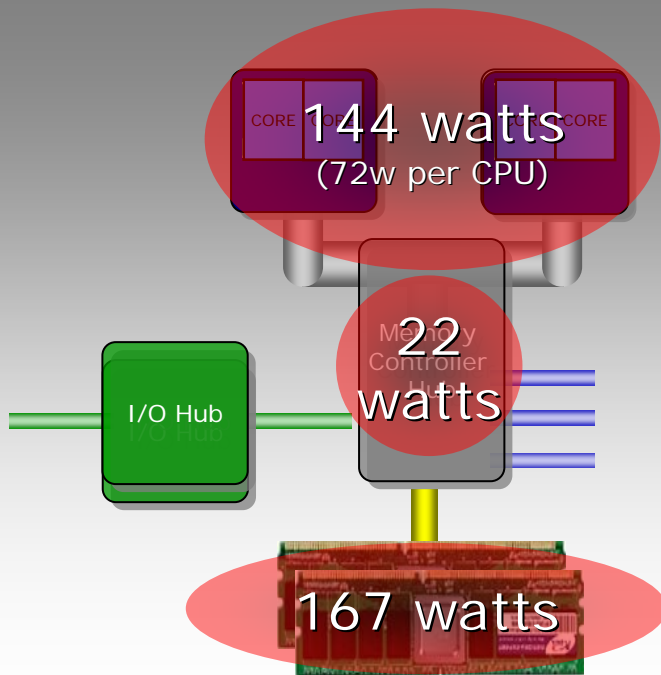


*Benchmark: SPECint_{rate}2000 (Microsoft® Windows®)



2006(Q4)/2007 Competitive Landscape

"Projected" Platform Power Consumption 16GB (16xDIMMs)

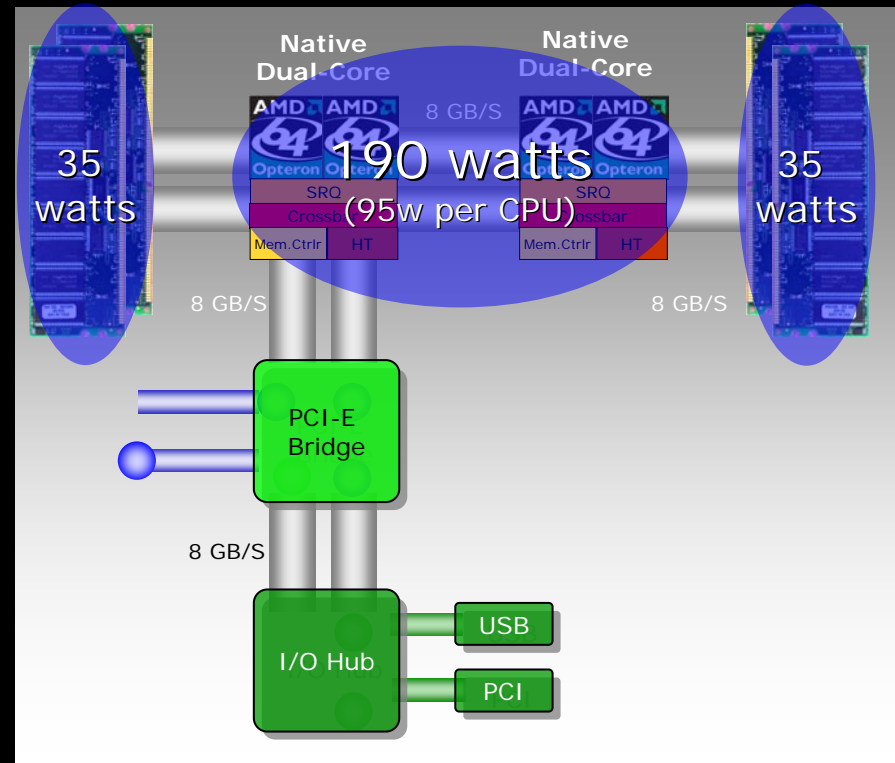


Dual-Core Intel Xeon ('Woodcrest')

- 144 watts for processors (72w each)
- 22 watts for external memory controller
- 167 watts for FBDIMM

28% More

466 watts



Dual-Core AMD Opteron™ processor ('Santa Rosa')

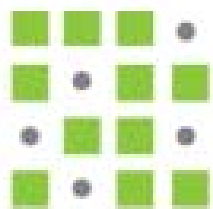
- 190 watts for processors (only 95w each)
- Integrated memory controllers
- 70 watts for DDR2

365 watts

Energy includes power input & cooling, Power Utility cost: \$0.10/KW-hr, Mixture of Publicly available data and AMD internal estimates. The examples contained herein are intended for informational purposes only. Other factors will affect real-world power consumption and cost.



Taking Global Action on Customer Energy Use



the green grid



- Founding Member of The Green Grid
- Supported by U.S. EPA & Alliance to Save Energy
- Mission: Best Practices & Metrics



www.TheGreenGrid.org



AMD64 – The Best Blade Architecture

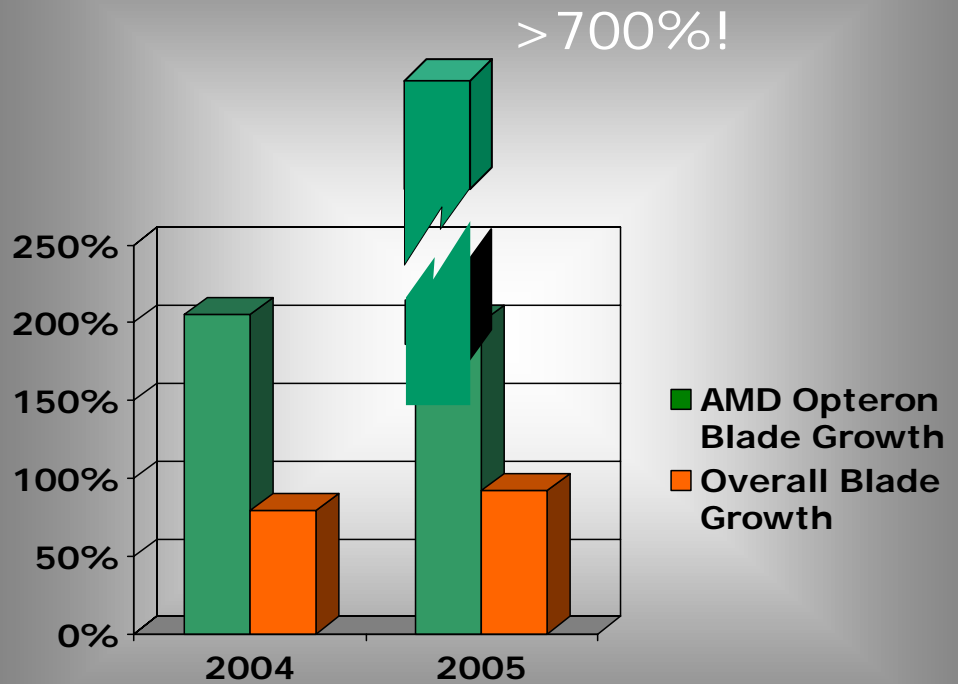
Driving to >50% portfolio penetration with the market leaders



...Performance Per Watt Per Dollar Leadership

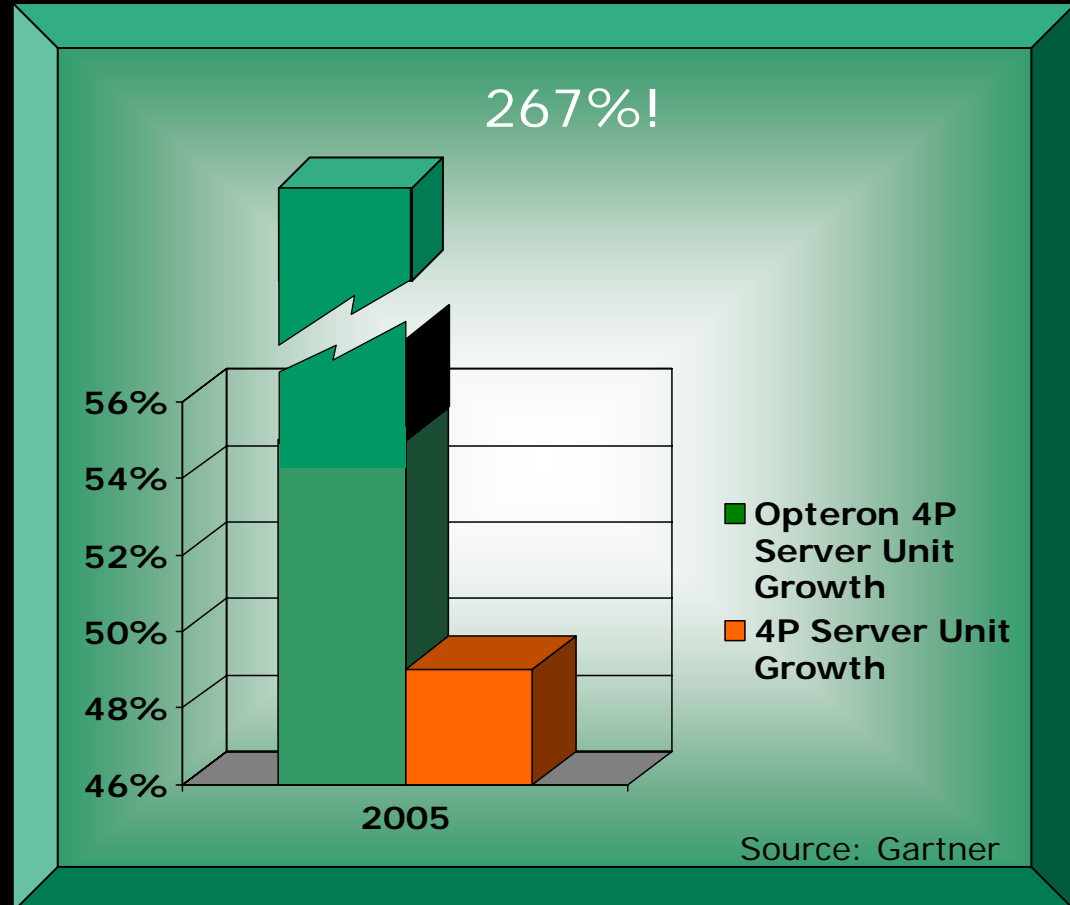
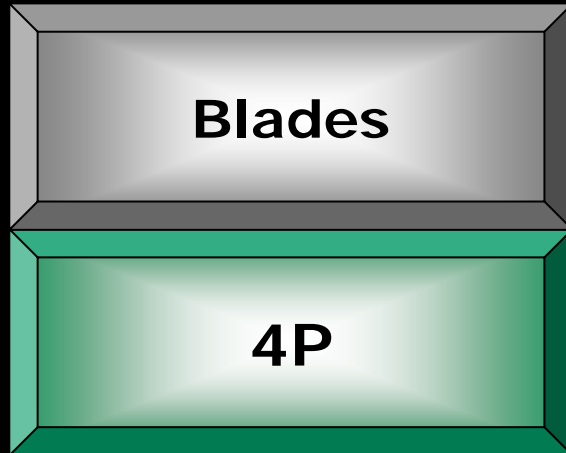
AMD64: The Innovation Platform of the Industry

Blades

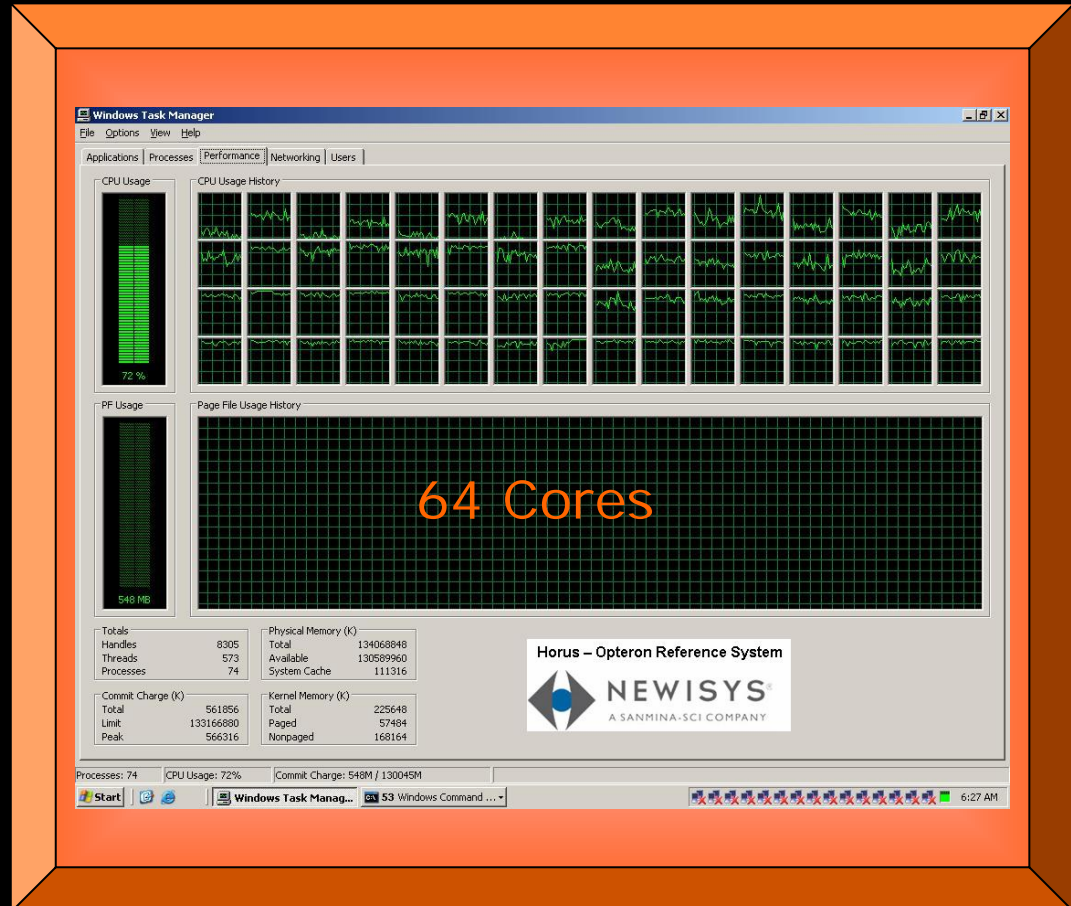
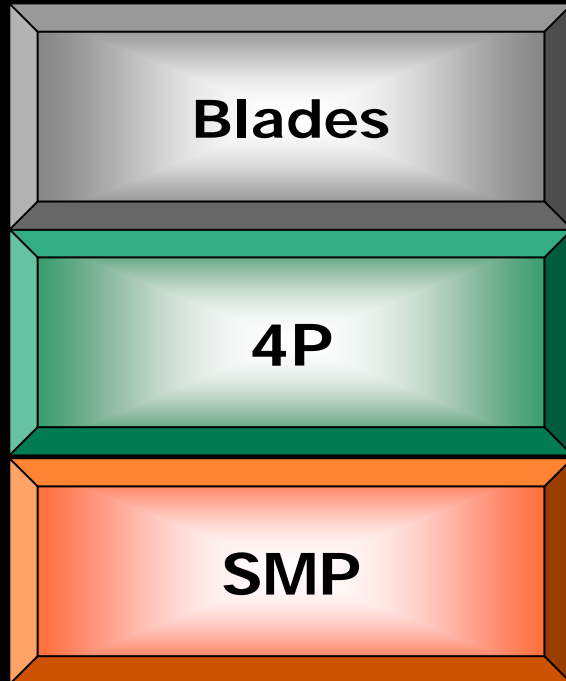


Source: Gartner, IDC

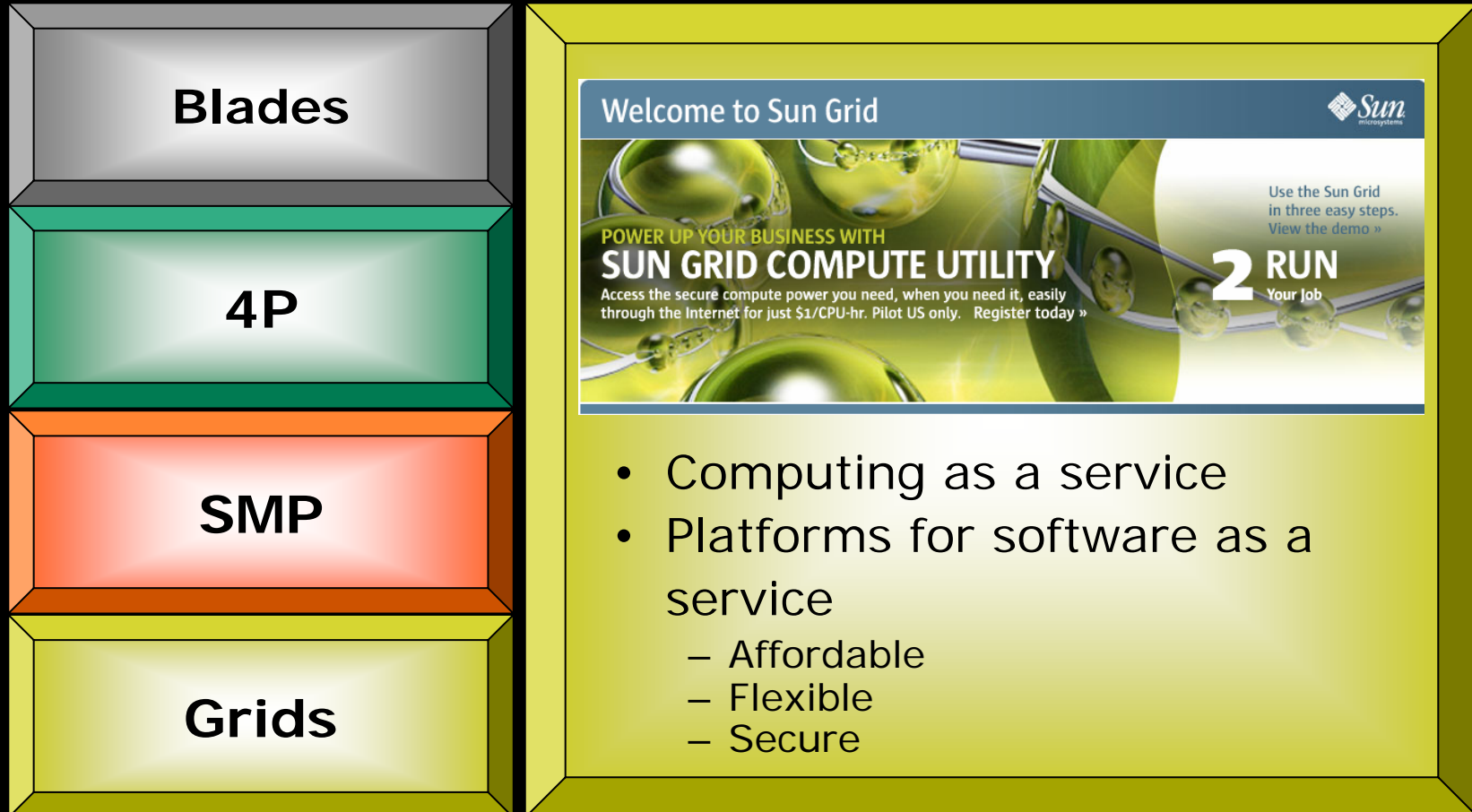
AMD64: The Innovation Platform of the Industry



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AMD64: The Innovation Platform of the Industry



AMD Validated Solutions

Freedom of Choice *Confidence of Validation*

One Face to the customer

One marketing program

One RMA interface

One solution provider program



Desktop

CSIP: Commercial
Stable Image Platform



Mobile

CSIP: Commercial
Stable Image Platform



Server

- Validated Server Program
- AMD True Server



AMD64 – Expanding Into New Markets

ATCA/Compact PCI Blades for Telecommunications Markets



Sun Netra CP3020
ATCA Blade



Performance Technologies
IPnexus CPC5564
CompactPCI blade



Pinnacle Data Systems
inc. ATCA AMD blade



Advantech HT-2000
ATCA blade



Telecommunications
Standard Service
Platform (TSSP)



...More to come

Network Attached Storage



agami Systems
AIS 3000 Series
AIS 6000 Series
NAS Appliances



HP ProLiant DL585
NAS Gateway



adaptec Adaptec Snap
Server 500 Series
NAS Appliance



Sun StorageTek 5320 NAS Appliance
Sun StorageTek 5320C NAS Appliance
Sun StorageTek 5320 NAS Gateway



PC & Workstation Blades



HP bc1500



Customer Centric Innovation: The Next Wave

IT Department

End Users



**Acceleration solutions
tailored to MY
enterprise needs**

**Security, virtualization,
manageability**

**Reduce client TCO,
improve client experience**

**Seamless upgrades and
integrated security**

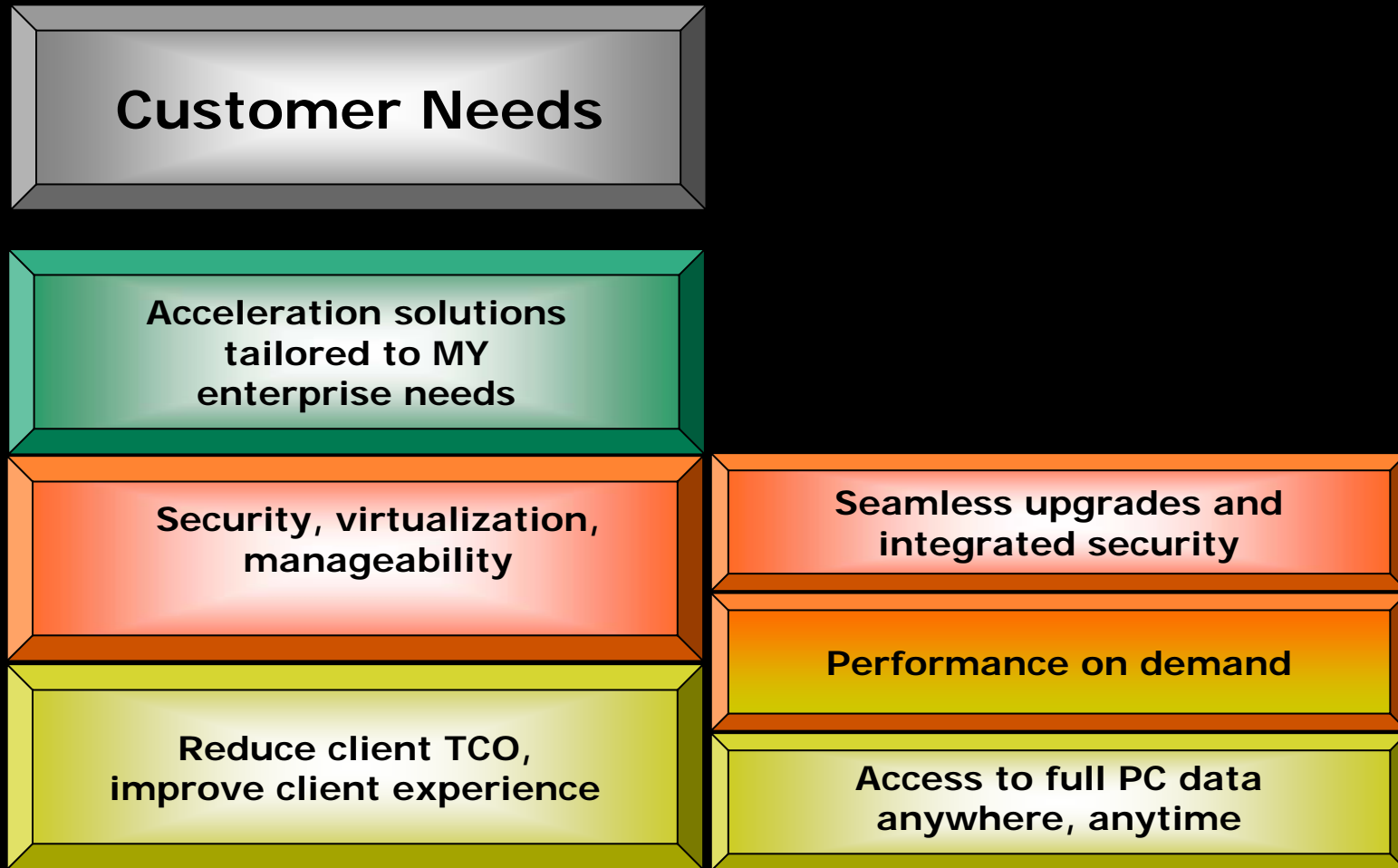
Performance on demand

**Access to full PC data
anywhere, anytime**

Customer Centric Innovation: The Next Wave

IT Department

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Customer Centric Innovation: The Next Wave

IT Department

End Users

Customer Needs

AMD Solutions

Acceleration solutions
tailored to MY
enterprise needs

Torrenza

Security, virtualization,
manageability

Trinity

Reduce client TCO,
improve client experience

Raiden

Direct Connect Computing Introducing "Torrenza"

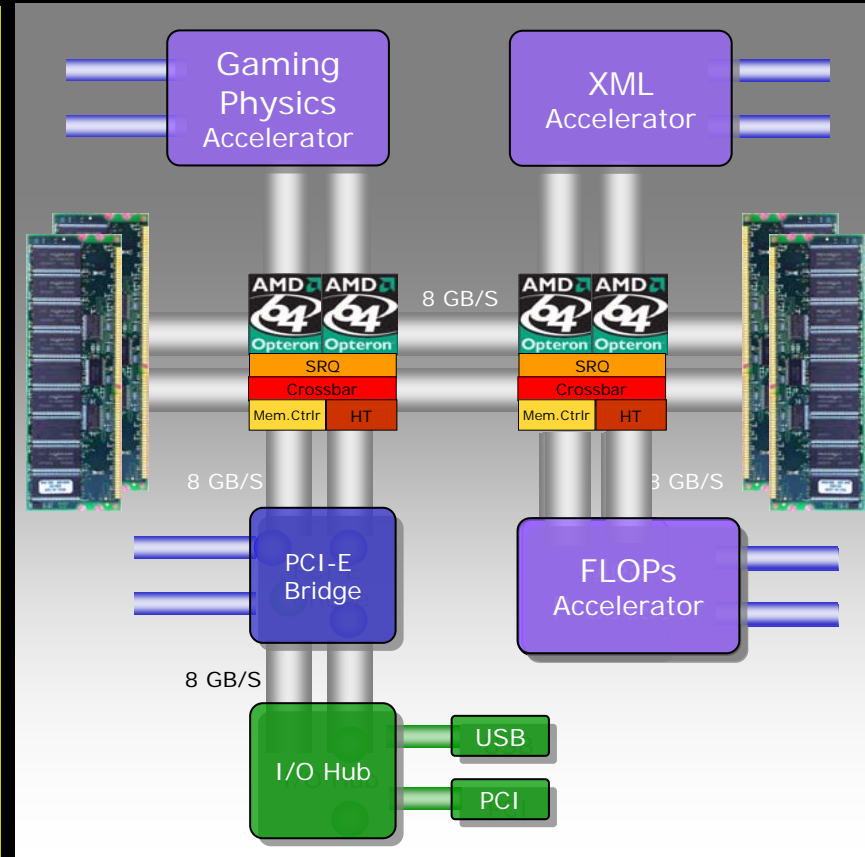
Acceleration
solutions

An Open Platform

Direct Connect Architecture

Imagine It, Build It...

- HTX Slot
- Customer Centric Accelerators
 - Media
 - FLOPs, XML, Gaming Physics, etc.

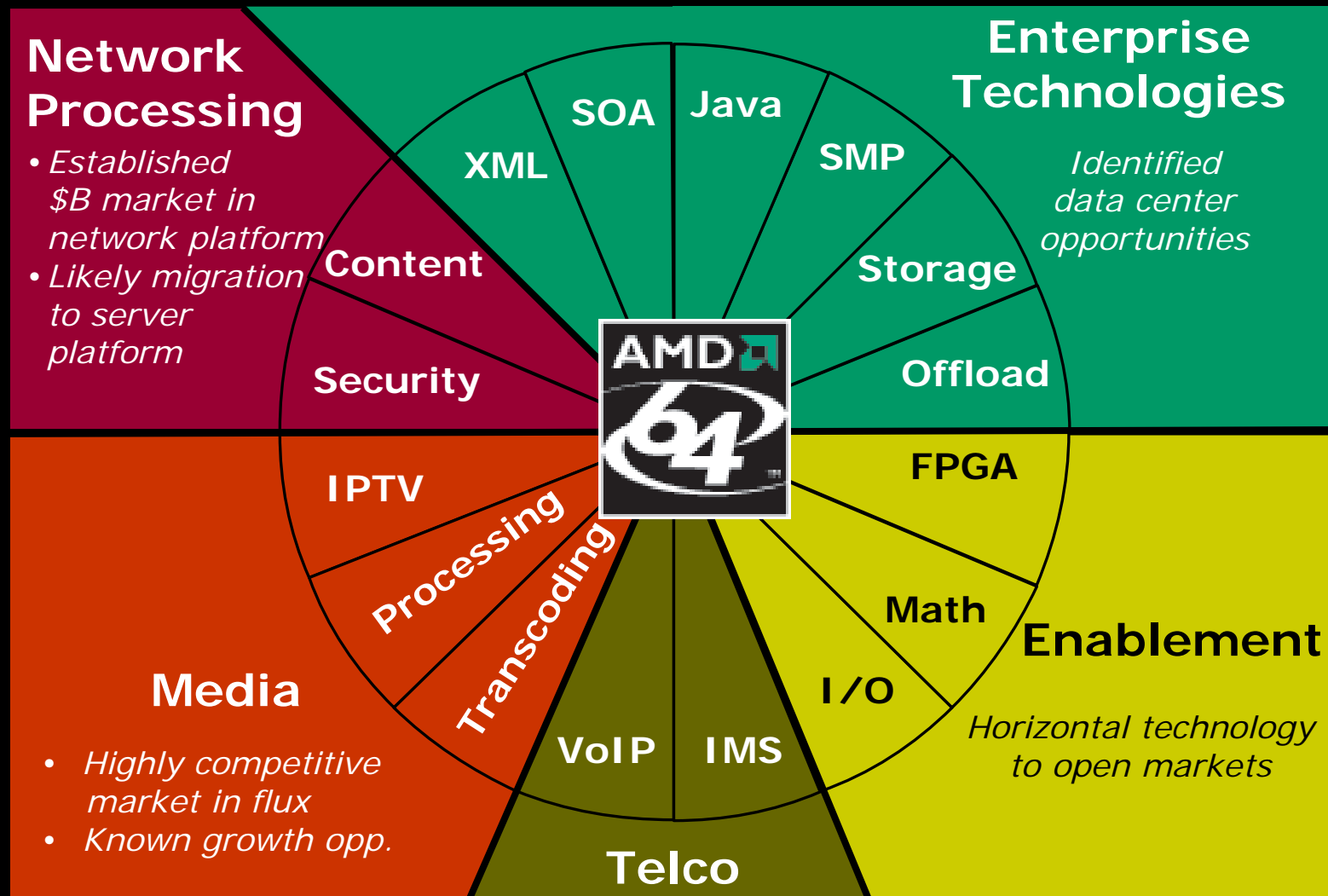


Community Innovation



Torrenza: Enabling partners to build the most exciting solutions in history

Acceleration
solutions



"Torrenza": Enabling partners to build the most exciting solutions in history

Acceleration
solutions

Ecosystem
Players

Scalable
Systems



Next-Gen
Networking



Application
Acceleration



Development
Platforms



Markets



Enterprise Technologies
Enablement
Telco
Media
Network Processing



Torrenza: Enabling partners to build the most exciting solutions in history

Acceleration
solutions

Innovation Community



"Basing differentiated products on the best open platform on the market"

John Fowler, EVP Systems Group, Sun



"We support an open ecosystem that creates opportunity for innovation to benefit customers"

Rod Adkins, SVP, Systems & Tech Group, IBM



"Opens up a new way for HP to collaborate with our end customers"

Gary Campbell, CTO, Industry Standard Servers, HP



"Enables our Adaptive Supercomputing strategy, tailoring the computer to the problem."

Steve Scott, CTO, Cray

Scalable
Systems

Next-Gen
Networking

Application
Acceleration

Development
Platforms

Markets



Enterprise Technologies

Enablement

Telco

Media

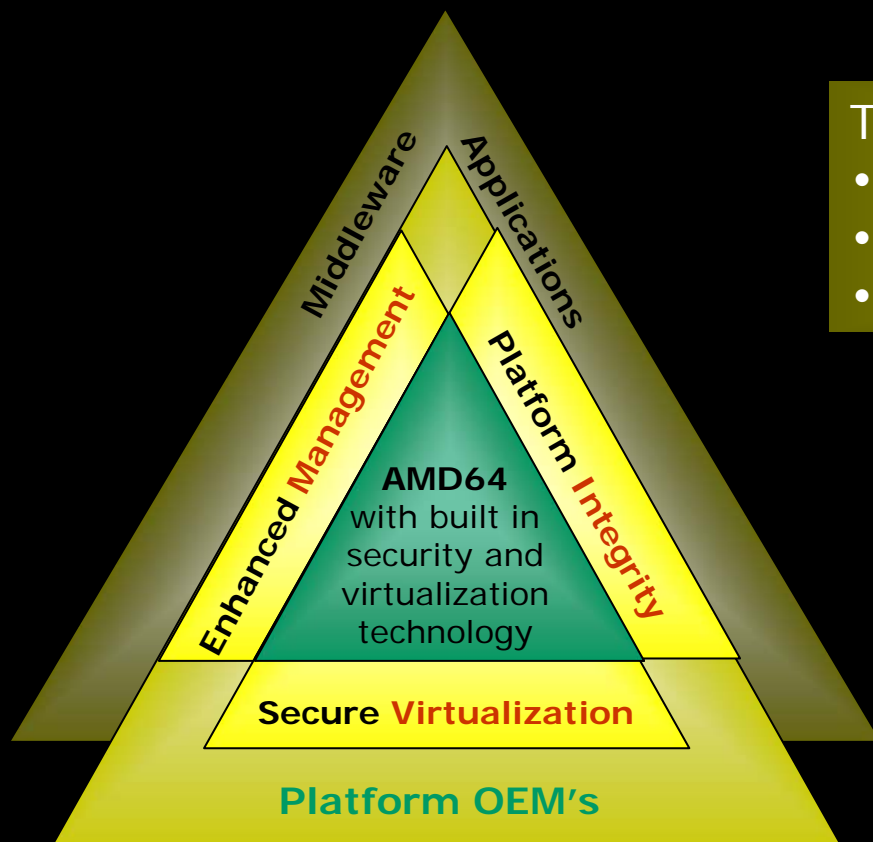
Network Processing



Improving IT Operations

Introducing "Trinity"

Cohesive Security, Virtualization & Manageability

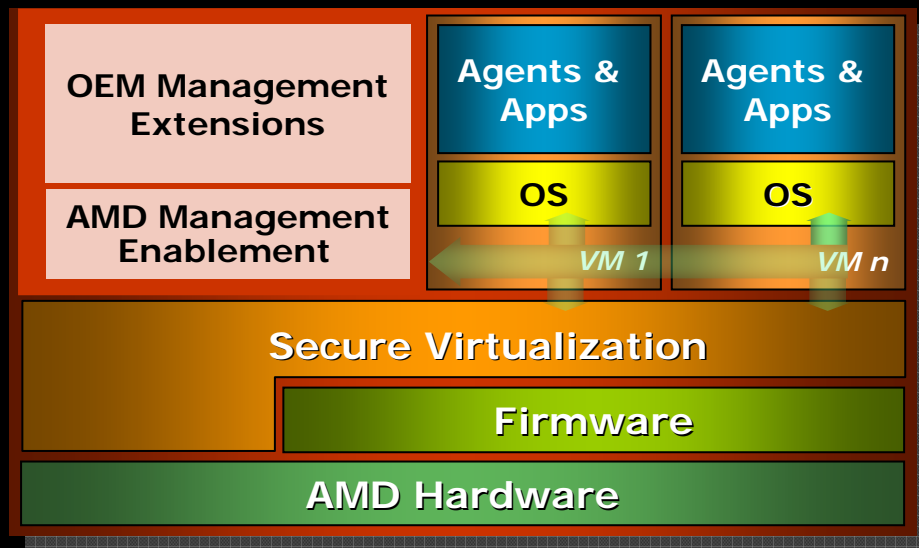


Trinity:

- Open Management Partition
- AMD Virtualization
- Presidio

"Trinity": Open and Partner Extensible

Security
Virtualization
Manageability



OMP for AMD64

- Open
- Extensible
- Secure and trusted

Secure Virtualization

- AMD Virtualization
- Presidio
- AMD I/O Virtualization

AMD Hardware

- AMD64
- Direct Connect Architecture
- Open Platform Management Architecture
- Direct Control

**Secure at the Core; Trusted at the Edge
Managed Throughout**



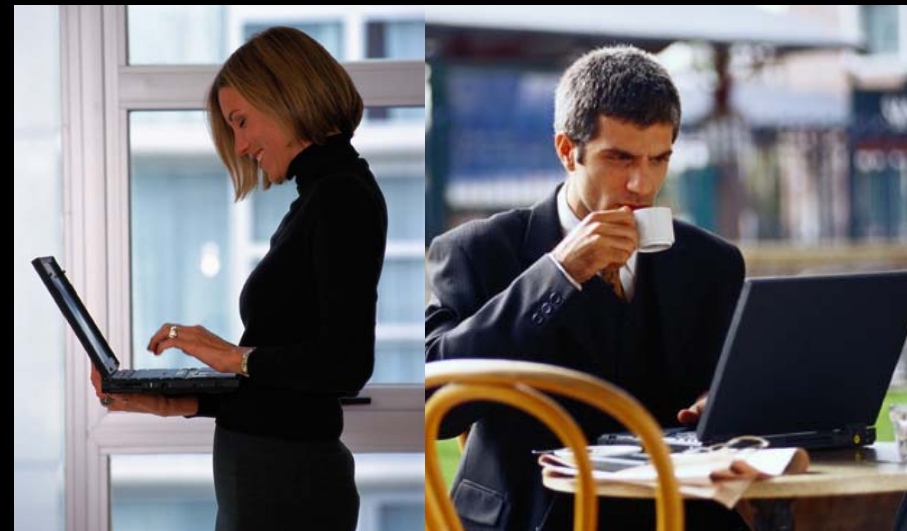
Commercial Clients need “reinventing”

Reduce TCO,
improve client
experience



IT NIRVANA

- Centralized Manageability
- Controlled Image Management
- Great Utilization



END USER NIRVANA

- Anywhere, anytime access to data
- Best in class devices delivering situational computing

Commercial Clients need “reinventing”

Reduce TCO,
improve client
experience



CLIENT COMPUTING CYCLES



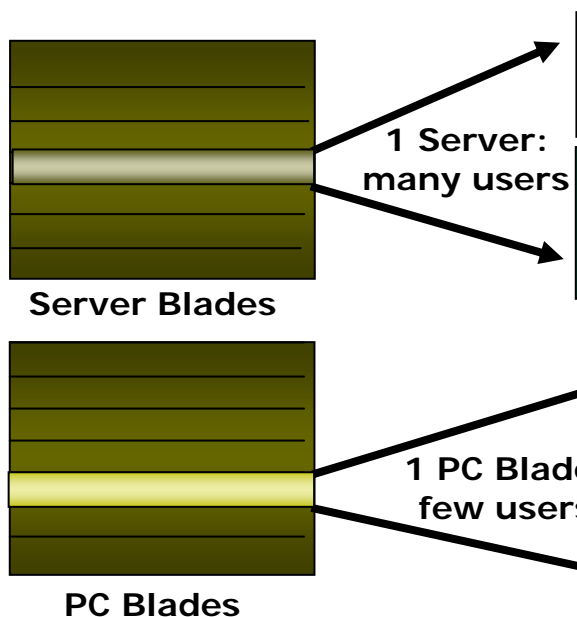
STATEFUL OR STATELESS CLIENT

**Delivering
Client Cycles**

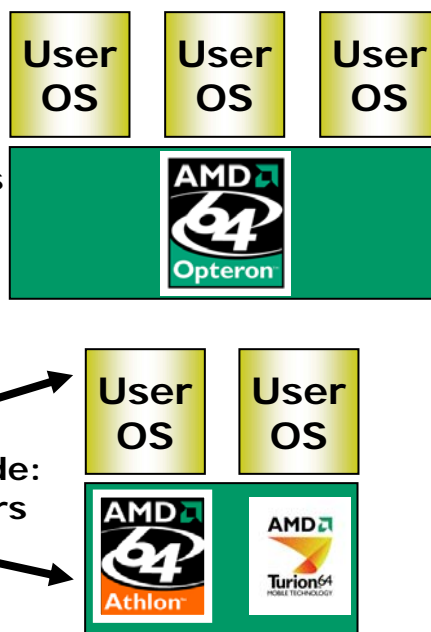
Introducing "Raider": Delivering Client Cycles

Reduce TCO,
improve client
experience

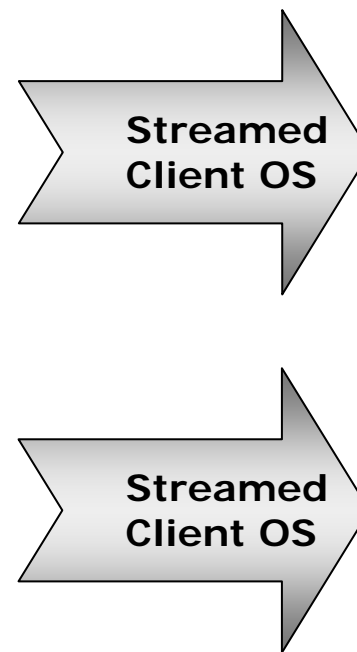
AMD Leadership in Blade Technology



AMD Leadership in Virtualization



AMD Leadership in Next Generation Clients



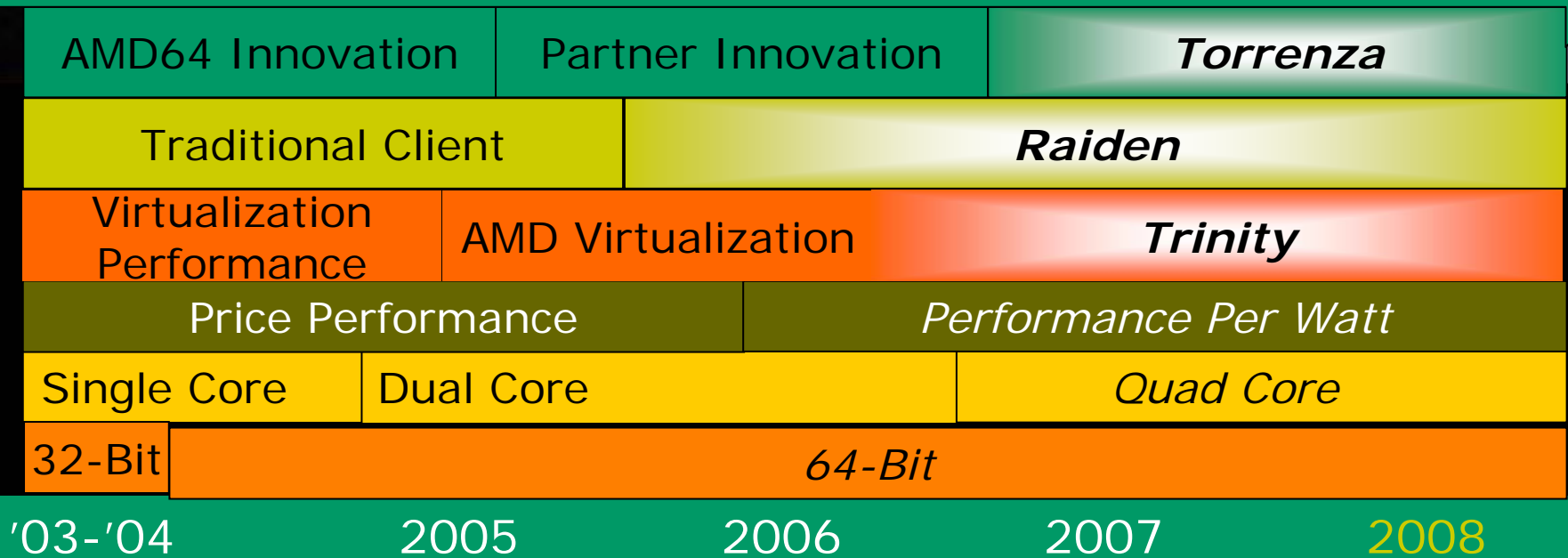
- Fastest growth in Server & PC blades in market
- Leader in Server rack density & Performance-Per-Watt

- Leading Virtualization performance

- AMD Geode Leading Thin Computing Processor in World

AMD: The Leader in Innovation

AMD64 Continued Leadership



AMD: The Leader in Innovation



- AMD Opteron platform
 - Gaining market share
 - Performance per watt leader
- AMD64
 - Leading the industry to new commercial clients
 - Superior architecture for blades
 - Driving to open integration of security, virtualization, and manageability
- **AMD64 is THE Innovation Platform**



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